



Facebook Live Strategic Marketing Checklist



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Facebook Live Marketing Checklist



Facebook Live is an excellent tool to interact with your audience on a more personal level and it gives you the opportunity for viewers to get to know you and your personality. While FBL is great for a spontaneous broadcast, if you plan broadcasts, the smart thing to do is use it as a marketing tool to get longevity out of your message.

Keep in mind these few things when doing a FBL:

Be yourself! This is not a production, nor does it have to be. Viewers want to see the real you. Don't worry about make up and dress.

Don't script it--have an idea what you want to talk about, but speak from the heart and you'll be so much more relatable.

You don't have to be perfect! You'll make mistakes, lose your train of thought, have to acknowledge a kid or animal running past the camera--its ok! Acknowledge it, own it, laugh it off and move on.

You'll feel the love. Your viewers will be encouraging and will make you less nervous.

Practice Makes Perfect! The more you do it, the better at it you will be.

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BEFORE BROADCAST

- Post to fans and friends when to expect your broadcast. Use graphics. Post a few days before and then as you get closer to broadcast.
- Make sure your battery is charged
- Turn phone to airplane mode (this stops messages, calls, etc from interrupting you)
- Connect to Wifi if possible
- Use tripod or selfie stick as much as possible to reduce camera shake and free up your hands
- Write a rock star headline to attract viewers

DURING BROADCAST

- Introduce yourself, welcome viewers. Give yourself a minute or two at beginning to allow viewers to join before jumping into the heart of your message.
- Share your credentials (your why) and purpose of broadcast
- Invite viewers up front to subscribe so they get notifications of future live broadcasts
- Interact with audience, reply to comments, questions and use their names as much as possible
- Give lots of VALUE!!
- Always end with a Call to Action
- Remember: longer broadcasts will gain more viewers. Shoot for at least 15 min.

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AFTER BROADCAST

- Post the video to your fan/business page. This will put the video in your Video Library.
- Edit the video to add Title, Tags, Description, select your Cover image etc.)
- Reply to comments and questions in the comment section. Watch this post for future questions you may need to answer as well.
- Share this video on other social platforms including your personal FB profile. Depending on the topic, it can be a nice subtle way to remind your personal friends of what you are doing in business.
- Download a copy of the video from your Video Library for future editing or posting on other sites like YouTube.

REPURPOSE YOUR BROADCAST

- Upload to YouTube and have it transcribed. Now, use the video and the transcription as a blog post on your website.
- Boost the live post using Facebook Ads Manager to get the broadcast out to more people and grow your audience.
- Use snippets of the broadcast as mini posts.

*Need help using Facebook Live as a strategic part of your social media marketing? Social Chicy helps businesses plan and do social media marketing effectively, efficiently and easily. For in-depth analysis of your online presence and strategic planning and support, contact Steph Sides, Social Chicy. socialchicy@gmail.com | www.socialchicy.com
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